



# Retail MarketPlace Profile

West Point Shopping Center  
3815 W 5400 S, Salt Lake, UT, 84118  
Drive Time: 3 minutes

Latitude: 40.65296  
Longitude: -111.98207

## Summary Demographics

2012 Population	23,567
2012 Households	7,092
2012 Median Disposable Income	\$43,476
2012 Per Capita Income	\$18,534

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$184,940,195	\$137,652,743	\$47,287,452	14.7	107
Total Retail Trade	44-45	\$166,412,988	\$120,970,166	\$45,442,822	15.8	88
Total Food & Drink	722	\$18,527,207	\$16,682,577	\$1,844,630	5.2	20

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,360,617	\$7,030,183	\$26,330,434	65.2	10
Automobile Dealers	4411	\$28,345,234	\$0	\$28,345,234	100.0	0
Other Motor Vehicle Dealers	4412	\$2,154,442	\$254,515	\$1,899,927	78.9	1
Auto Parts, Accessories & Tire Stores	4413	\$2,860,941	\$6,775,667	-\$3,914,727	-40.6	9
Furniture & Home Furnishings Stores	442	\$4,295,437	\$44,729,441	-\$40,434,004	-82.5	11
Furniture Stores	4421	\$2,883,627	\$42,838,915	-\$39,955,289	-87.4	4
Home Furnishings Stores	4422	\$1,411,811	\$1,890,526	-\$478,715	-14.5	7
Electronics & Appliance Stores	4431	\$4,098,320	\$1,276,390	\$2,821,930	52.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,393,754	\$898,395	\$4,495,359	71.4	7
Bldg Material & Supplies Dealers	4441	\$4,741,994	\$828,193	\$3,913,800	70.3	6
Lawn & Garden Equip & Supply Stores	4442	\$651,760	\$70,202	\$581,559	80.6	1
Food & Beverage Stores	445	\$24,511,997	\$11,520,965	\$12,991,031	36.1	10
Grocery Stores	4451	\$23,080,949	\$9,790,820	\$13,290,129	40.4	8
Specialty Food Stores	4452	\$604,826	\$106,760	\$498,066	70.0	1
Beer, Wine & Liquor Stores	4453	\$826,223	\$1,623,386	-\$797,163	-32.5	1
Health & Personal Care Stores	446,4461	\$9,092,333	\$9,488,047	-\$395,714	-2.1	6
Gasoline Stations	447,4471	\$19,464,610	\$33,901,332	-\$14,436,722	-27.1	7
Clothing & Clothing Accessories Stores	448	\$9,675,191	\$2,456,187	\$7,219,004	59.5	7
Clothing Stores	4481	\$7,520,189	\$1,774,687	\$5,745,502	61.8	4
Shoe Stores	4482	\$1,247,796	\$302,523	\$945,273	61.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$907,205	\$378,977	\$528,228	41.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,828,754	\$2,320,328	\$1,508,425	24.5	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,098,728	\$2,191,497	\$907,231	17.1	4
Book, Periodical & Music Stores	4512	\$730,026	\$128,831	\$601,194	70.0	1
General Merchandise Stores	452	\$33,692,282	\$4,205,559	\$29,486,723	77.8	3
Department Stores Excluding Leased Depts.	4521	\$10,096,285	\$1,231,565	\$8,864,719	78.3	1
Other General Merchandise Stores	4529	\$23,595,998	\$2,973,994	\$20,622,004	77.6	2
Miscellaneous Store Retailers	453	\$5,645,559	\$1,504,090	\$4,141,469	57.9	12
Florists	4531	\$198,672	\$413,457	-\$214,785	-35.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,396,109	\$43,431	\$1,352,678	94.0	1
Used Merchandise Stores	4533	\$358,249	\$0	\$358,249	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,692,530	\$1,047,202	\$2,645,328	55.8	9
Nonstore Retailers	454	\$13,354,134	\$1,639,247	\$11,714,887	78.1	3
Electronic Shopping & Mail-Order Houses	4541	\$11,293,623	\$0	\$11,293,623	100.0	0
Vending Machine Operators	4542	\$651,082	\$227,160	\$423,921	48.3	1
Direct Selling Establishments	4543	\$1,409,430	\$1,412,087	-\$2,657	-0.1	2
Food Services & Drinking Places	722	\$18,527,207	\$16,682,577	\$1,844,630	5.2	20
Full-Service Restaurants	7221	\$8,190,257	\$3,893,519	\$4,296,738	35.6	5
Limited-Service Eating Places	7222	\$8,452,770	\$11,696,766	-\$3,243,996	-16.1	12
Special Food Services	7223	\$842,811	\$0	\$842,811	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,041,369	\$1,092,292	-\$50,922	-2.4	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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July 26, 2013

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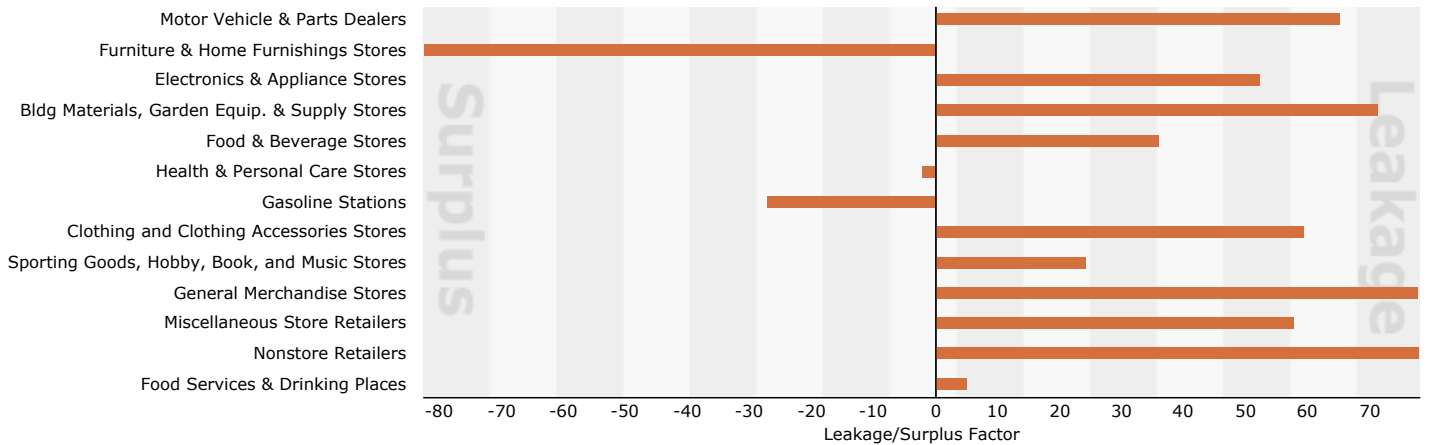


## Retail MarketPlace Profile

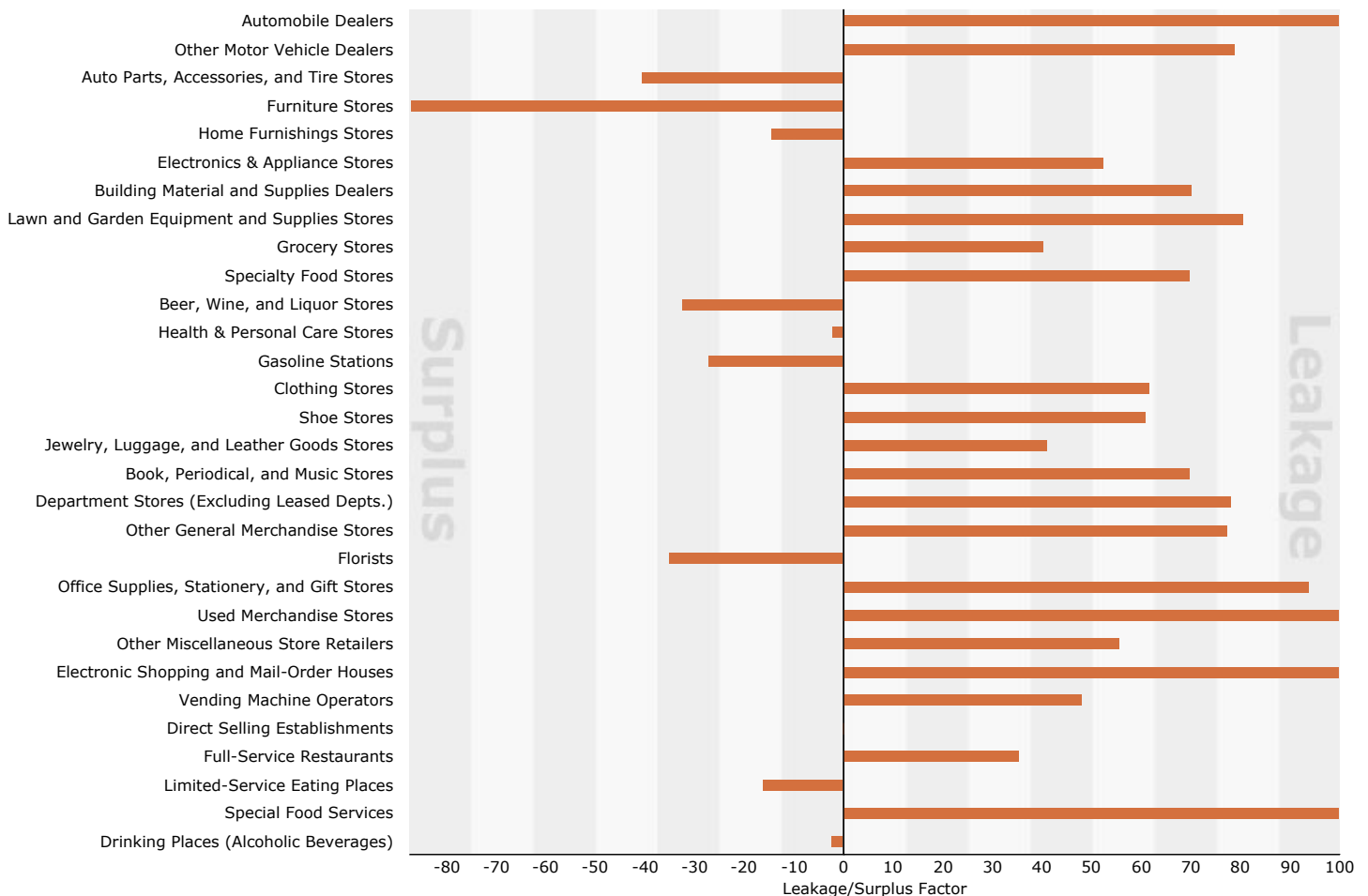
West Point Shopping Center  
3815 W 5400 S, Salt Lake, UT, 84118  
Drive Time: 3 minutes

Latitude: 40.65296  
Longitude: -111.98207

### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

West Point Shopping Center  
3815 W 5400 S, Salt Lake, UT, 84118  
Drive Time: 5 minutes

Latitude: 40.65296  
Longitude: -111.98207

## Summary Demographics

2012 Population	87,131
2012 Households	26,132
2012 Median Disposable Income	\$43,305
2012 Per Capita Income	\$19,157

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$683,550,649	\$712,694,038	-\$29,143,388	-2.1	365
Total Retail Trade	44-45	\$615,144,860	\$661,064,540	-\$45,919,680	-3.6	302
Total Food & Drink	722	\$68,405,789	\$51,629,497	\$16,776,292	14.0	63

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$122,601,067	\$17,544,344	\$105,056,723	75.0	16
Automobile Dealers	4411	\$103,845,882	\$6,391,068	\$97,454,813	88.4	1
Other Motor Vehicle Dealers	4412	\$8,155,218	\$2,929,860	\$5,225,358	47.1	4
Auto Parts, Accessories & Tire Stores	4413	\$10,599,968	\$8,223,416	\$2,376,551	12.6	10
Furniture & Home Furnishings Stores	442	\$15,901,630	\$65,633,885	-\$49,732,255	-61.0	30
Furniture Stores	4421	\$10,609,185	\$45,416,216	-\$34,807,031	-62.1	10
Home Furnishings Stores	4422	\$5,292,445	\$20,217,669	-\$14,925,224	-58.5	20
Electronics & Appliance Stores	4431	\$15,132,279	\$17,332,142	-\$2,199,864	-6.8	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$20,120,983	\$26,984,690	-\$6,863,707	-14.6	18
Bldg Material & Supplies Dealers	4441	\$17,640,516	\$25,052,317	-\$7,411,801	-17.4	16
Lawn & Garden Equip & Supply Stores	4442	\$2,480,467	\$1,932,373	\$548,095	12.4	1
Food & Beverage Stores	445	\$90,801,657	\$139,140,351	-\$48,338,694	-21.0	30
Grocery Stores	4451	\$85,506,575	\$135,950,020	-\$50,443,445	-22.8	20
Specialty Food Stores	4452	\$2,244,479	\$1,566,945	\$677,534	17.8	9
Beer, Wine & Liquor Stores	4453	\$3,050,603	\$1,623,386	\$1,427,217	30.5	1
Health & Personal Care Stores	446,4461	\$33,574,958	\$15,419,308	\$18,155,650	37.1	21
Gasoline Stations	447,4471	\$71,106,164	\$59,927,841	\$11,178,323	8.5	15
Clothing & Clothing Accessories Stores	448	\$36,003,123	\$38,237,782	-\$2,234,659	-3.0	37
Clothing Stores	4481	\$28,049,650	\$29,041,258	-\$991,608	-1.7	28
Shoe Stores	4482	\$4,642,294	\$8,746,138	-\$4,103,844	-30.7	7
Jewelry, Luggage & Leather Goods Stores	4483	\$3,311,179	\$450,387	\$2,860,793	76.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$14,278,022	\$29,987,631	-\$15,709,609	-35.5	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,563,853	\$22,785,074	-\$11,221,221	-32.7	25
Book, Periodical & Music Stores	4512	\$2,714,169	\$7,202,557	-\$4,488,388	-45.3	7
General Merchandise Stores	452	\$124,623,193	\$231,677,847	-\$107,054,655	-30.0	15
Department Stores Excluding Leased Depts.	4521	\$37,282,557	\$48,581,571	-\$11,299,014	-13.2	7
Other General Merchandise Stores	4529	\$87,340,636	\$183,096,276	-\$95,755,641	-35.4	8
Miscellaneous Store Retailers	453	\$20,773,549	\$9,062,901	\$11,710,648	39.2	47
Florists	4531	\$758,126	\$670,112	\$88,014	6.2	5
Office Supplies, Stationery & Gift Stores	4532	\$5,164,178	\$374,137	\$4,790,041	86.5	11
Used Merchandise Stores	4533	\$1,316,758	\$51,631	\$1,265,127	92.5	1
Other Miscellaneous Store Retailers	4539	\$13,534,488	\$7,967,022	\$5,567,466	25.9	29
Nonstore Retailers	454	\$50,228,236	\$10,115,817	\$40,112,418	66.5	21
Electronic Shopping & Mail-Order Houses	4541	\$41,770,181	\$818,665	\$40,951,516	96.2	3
Vending Machine Operators	4542	\$2,408,440	\$2,326,647	\$81,793	1.7	8
Direct Selling Establishments	4543	\$6,049,614	\$6,970,505	-\$920,891	-7.1	9
Food Services & Drinking Places	722	\$68,405,789	\$51,629,497	\$16,776,292	14.0	63
Full-Service Restaurants	7221	\$30,247,117	\$21,853,167	\$8,393,950	16.1	27
Limited-Service Eating Places	7222	\$31,066,640	\$27,905,877	\$3,160,763	5.4	30
Special Food Services	7223	\$3,181,664	\$389,574	\$2,792,090	78.2	1
Drinking Places - Alcoholic Beverages	7224	\$3,910,368	\$1,480,879	\$2,429,490	45.1	5

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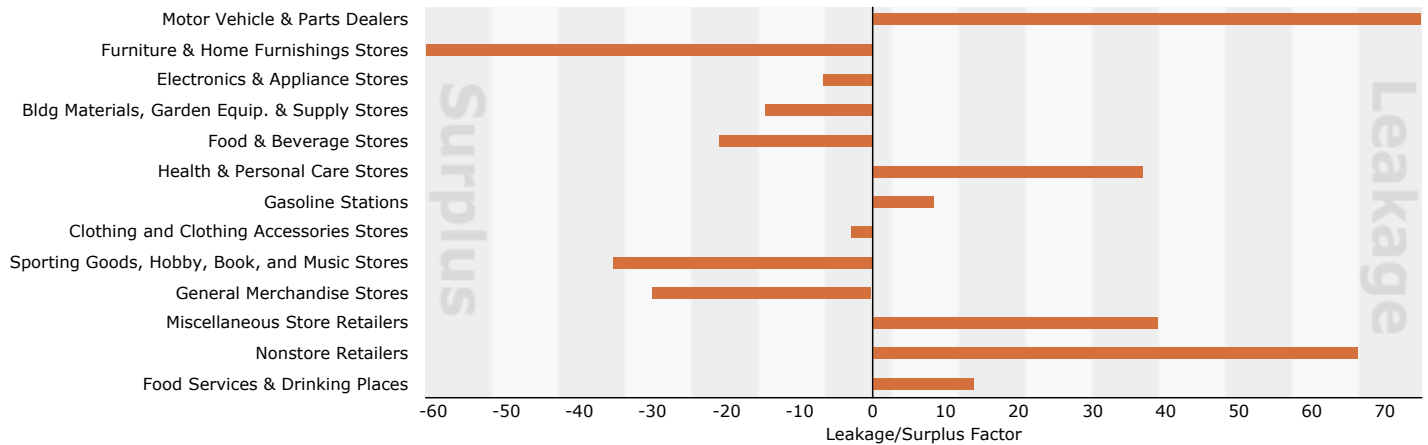


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Drive Time: 5 minutes

Latitude: 40.65296  
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### Leakage/Surplus Factor by Industry Subsector



### Leakage/Surplus Factor by Industry Group

